

TSA.GOV Web Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Total Visits

5,332,200

% of Total: 100.00% (5,332,200)



Avg. Visit Duration

00:01:50

Avg for View: 00:01:50 (0.00%)



Pageviews

12,080,061

% of Total: 100.00% (12,080,061)



Unique Visitors

3,929,177

% of Total: 100.00% (3,929,177)



Avg. Pages / Visit

2.27

Avg for View: 2.27 (0.00%)



Avg. Time on Page

00:01:26

Avg for View: 00:01:26 (0.00%)



Bounce Rate

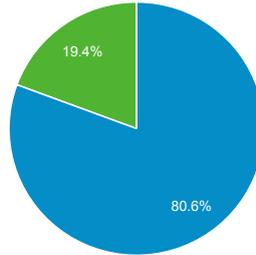
52.21%

Avg for View: 52.21% (0.00%)



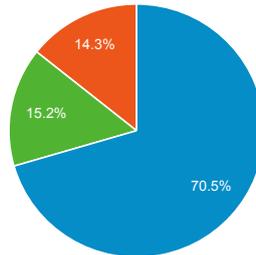
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| What Can I Bring? Transportation Security Administration | 4,571,006 | 39.75% |
| TSA PreCheck® Transportation Security Administration | 1,216,612 | 28.49% |
| Transportation Security Administration Transportation Security Administration | 648,012 | 43.39% |
| Liquids Rule Transportation Security Administration | 401,539 | 75.06% |
| TSA checkpoint travel numbers (current year versus prior year(s)/same weekday) Transportation Security Administration | 367,906 | 77.01% |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------|-----------|-------------|
| google / organic | 3,022,897 | 51.31% |
| (direct) / (none) | 1,358,900 | 55.79% |
| delta.com / referral | 103,873 | 56.28% |
| bing / organic | 102,270 | 38.85% |
| aa.com / referral | 76,332 | 66.11% |
| search.usa.gov / referral | 65,580 | 41.98% |
| yahoo / organic | 53,063 | 44.89% |
| duckduckgo / organic | 43,360 | 51.73% |
| ttp.cbp.dhs.gov / referral | 37,289 | 38.67% |
| ttp.dhs.gov / referral | 35,073 | 36.37% |

Visits by Social Network

| Social Network | Sessions |
|-------------------|----------|
| Facebook | 24,282 |
| Twitter | 6,920 |
| reddit | 3,483 |
| Instagram Stories | 1,608 |
| Quora | 1,437 |
| YouTube | 1,354 |
| Instagram | 857 |
| TripAdvisor | 715 |
| LinkedIn | 650 |
| Naver | 142 |

